

ABSTRACT OF THE DISCLOSURE

SYSTEM AND METHOD FOR ASSOCIATING SEARCH RESULTS

A method for associating search results is provided. According to the method, an original list of search results is provided to a first user in response to a first query, and the search results selected by the first user are recorded and associated with the first query. Additionally, a second query that is the same as or similar to the first query is received from a second user, and an alternate list of search results is provided to the second user. The alternate list lists those search results from the original list that have been associated with the first query due to selection by a user. Also provided is a system for providing search results that includes a search engine, a query database, and a controller. The search engine provides original lists of search results in response to queries, and the query database stores the search results selected by users in response to each of the queries. The controller provides an alternate list of search results in response to another query that is the same as or similar to one of the queries, with the alternate list of search results listing those search results from the original list that have been recorded in the query database as having been previously selected in response to the one query.

